

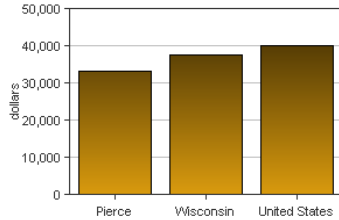
Pierce, Wisconsin

Pierce is one of 72 [counties](#) in Wisconsin. It is part of the [Minneapolis-St. Paul-Bloomington, MN-WI \(MSA\)](#). Its 2008 population of 40,196 ranked 37th in the state.

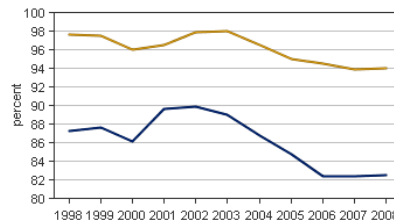
PER CAPITA PERSONAL INCOME

In 2008 Pierce had a per capita personal income (PCPI) of \$33,151. This PCPI ranked 35th in the state and was 88 percent of the state average, \$37,770, and 83 percent of the national average, \$40,166. The 2008 PCPI reflected an increase of 2.1 percent from 2007. The 2007-2008 state change was 2.1 percent and the national change was 2.0 percent. In 1998 the PCPI of Pierce was \$23,790 and ranked 33rd in the state. The 1998-2008 average annual growth rate of PCPI was 3.4 percent. The average annual growth rate for the state was 3.6 percent and for the nation was 4.0 percent.

Per Capita Personal Income, 2008



Per Capita Income as a Percent of the United States, 2008



■ Wisconsin ■ Pierce

TOTAL PERSONAL INCOME

	2007-08 percent change	1998-2008 AAGR
Pierce	3.2 %	4.5 %
Wisconsin	2.6 %	4.2 %
U.S.	2.9 %	5.0 %

AAGR: average annual growth rate

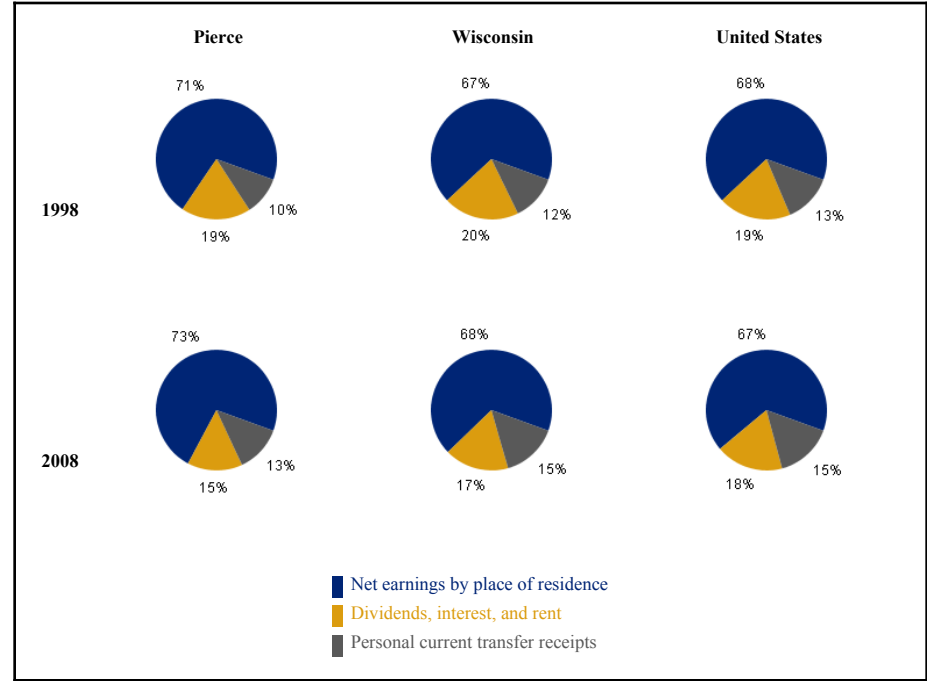
In 2008 Pierce had a total personal income (TPI) of \$1,332,519*. This TPI ranked 32nd in the state and accounted for 0.6 percent of the state total. In 1998 the TPI of Pierce was \$855,409* and ranked 35th in the state.

*Note: Total personal income estimates are in thousands of dollars, not adjusted for inflation.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Pierce.

Percent Contribution to Total Personal Income



2007-2008 percent change			
	Pierce	Wisconsin	U.S.
Net earnings	2.5 %	2.0 %	2.0 %
Dividends, interest, and rent	2.8 %	1.5 %	1.3 %
Personal current transfer receipts	7.5 %	6.5 %	9.2 %

1998-2008 average annual growth rate			
	Pierce	Wisconsin	U.S.
Net earnings	4.8 %	4.2 %	4.8 %
Dividends, interest, and rent	2.0 %	2.5 %	4.2 %
Personal current transfer receipts	6.8 %	6.4 %	6.7 %